



Luke A. Bronin

Mayor

Parkville NRSA Small Business Grants

The City of Hartford, in consultation with the Parkville NRZ is pleased to announce its latest strategy to achieve the overall goals of the NRSA program by providing direct aid to small, for-profit businesses in the Parkville neighborhood.

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Background

In 2012, U.S. Department of Housing and Urban Development (“HUD”) designated a portion of the Parkville neighborhood as a Neighborhood Revitalization Strategy Area (NRSA) under the Federal Community Development Block Grant program. Since then, more than \$385,000 has been invested in programs and services for residents and businesses in the area of health care, literacy instruction, and housing preservation loans. The City also completed a comprehensive commercial study that provides a foundation for business expansion and services, such as technical assistance and marketing to generate interest and grow the local economy.

Program participants funded, and strategies undertaken, to date include:

- Rehabilitation of 9 rental units, raising the value of housing stock and providing secure housing for Parkville families
- Development of marketing strategies such as *helloParkville* – a mobile app that promotes businesses and residential opportunities in Parkville to retain and grow existing businesses by creating a mobile phone app, and *iBeacons* – a strategy that allows individuals to get information about nearby sales, events and activities
- English as a second language instructions are offered at the Parkville Library and Community Center, helping over 100 residents improved their literacy and job skills
- Funding is provided for a Registered Nurse at the Parkville Senior Center to provide free health care services and screening 2-3 days a week, improving access to healthcare and healthier lifestyles for more than 100 residents
- Small business technical assistance provided to 12 Parkville businesses offered by the University of Hartford’s Entrepreneurial Center
- A commercial survey providing data for future business development in the neighborhood was conducted by Greatblue

Introduction

The City is committed to continue to pursue the goals identified in the November 2012 Substantial Amendment to its 2010-2015 Five Year Consolidated Plan which established a NRSA in the Parkville neighborhood. The Parkville NRSA includes approximately 222 contiguous acres on the City’s west side, bounded by the West End, Asylum Hill, Frog Hollow, and Behind-the Rocks neighborhoods and the Town of West Hartford.

Our next initiative to achieve the overall goals of the NRSA program is to provide direct aid to small businesses in the Parkville neighborhood, in the form of a Parkville NRSA Small Business Micro Grant. Small businesses that are for-profit, and have been in business for one or more years will be able to apply for a one time micro grant in the amount up to \$7,500.00 to support their growth goals.

The City’s goal in the Parkville NRSA is to stabilize the neighborhood, revitalize its commercial corridor, and make the neighborhood attractive to private investors; thereby creating a vibrant neighborhood economy, while growing jobs.

Program Eligibility and Requirements

1. This program is open to existing Hartford-based businesses within Parkville NRSA boundaries that meet the requirements outlined by the Department of Housing and Urban Development (HUD) per CPD Notice 96-01:
 - a. Business Address must have a physical address in the Parkville NRSA; not a PO box, mail drop or located in an Incubator or other temporary space (Parkville NRSA addresses attached)
 - b. Applicant(s) are not in arrears with state, federal or local taxes
 - c. Proof of business registration with CT Secretary of State
 - d. Business must be registered with City of Hartford Town Clerk's Office (if business is operating under a DBA different than Secretary of State registered name)
 - e. Business Owner must have a qualifying low/moderate household income
 - 1 person – \$ 46,100
 - 2 people – \$ 52,650
 - 3 people – \$ 59,250
 - 4 people – \$ 65,800
 - 5 people – \$ 71,100
 - 6 people - \$ 76,350
 - f. Be able to provide documentation to meet income requirements (Certified IRS tax forms)
 - g. Business must be a Microenterprise Business – Have 5 employees or less, including the owner
 - h. Be a for-profit business (non-profits are not eligible) and be in business (have been registered with the CT Secretary of States' office) for at least 1 year or more
2. Grant amount – Up to \$7,500
3. One time grant
4. Grant can be used for:
 - a. Acquiring Equipment and Supplies
 - b. Marketing and Advertising
 - c. Business Consulting – Legal or Accounting services
5. Grant – Ineligible expenses:
 - a. Payroll
 - b. Taxes

Program Eligibility and Requirements continued

- c. Debt services
- d. Rent

6. Application questions:

- a. Summarize the following questions (5000-character maximum)
 - 1. Provide your business history and key activities; what products/services does your business provide?
 - 2. How will your proposed request increase your production capacity, public exposure and/or produce new revenue?
 - 3. How would you spend your proposed request? Include a timeline.
 - 4. How do you envision sustaining or growing your business over the next five years?

7. Applicant must submit the following along with a completed application:

- ☐ Certified Copy of most recent Household Tax Return
- ☐ Business Budget
- ☐ Authorization to Release information (a Credit Check will be performed)
- ☐ Copy of business registration with CT Secretary of State, and the City of Hartford Town Clerk's Office
- ☐ Employee Income Certification Form (for statistical purposes only)
- ☐ DUNS number (directions on how to obtain a DUNS number is attached)

*****Personal financial information is protected from being released through the "Personal Privacy exemption" to Freedom of Information Act requests, which allows the City of Hartford to withhold personal data.***

Application Process & Criteria

Applications may be downloaded at <http://www.hartford.gov/community-development> or simply request an application by calling 860-757-9055 or email chapd001@hartford.com. Computer access is available at most branches of the Hartford Public Library

Public Information Meeting: **Wednesday, August 10, 2016 at 6:00 p.m.**
 Wednesday, August 17, 2017 at 1:00 p.m.
 11 New Park Avenue, Parkville Community Center
 Hartford, CT 06106

Application Deadline: **Wednesday, September 21, 2016, by 5:00 p.m.**
 Late applications will not be accepted

Please Deliver to: **Hand Delivered Applications (Monday – Friday, 8 :00 a.m. to 5:00 p.m.)**
 Don Chapman, Director
 City of Hartford
 Development Services, Small Business & Community Development Division
 250 Constitution Plaza, 4th floor
 Hartford, CT 06103
 OR by Email: CHAPD001@hartford.gov

Notification of Awards: **October 12, 2016**

All materials should be submitted in the following manner:

- By the deadline posted
- Hand delivered or by email only
- In a 8.5" x 11" sealed envelope
- Application must be completed (typed or printed clearly)
- All required documents must be submitted on 8.5" x 11" paper (letter size)
- Paperclips preferred

Applications will not be considered which:

- Are submitted after the deadline
- Do not appear in the proper format as outlined in the grant guidelines and application
- Do not meet eligibility criteria
- Do not contain the required attachments
- Are submitted by businesses or individuals that are the subject of unresolved findings on noncompliance relating to previous Neighborhood Revitalization Strategy Area program assistance provided to the recipient
- Are submitted by businesses or individuals owing any form of tax or fee to the City of Hartford or its legal entities

Criteria for Reviewing Grant Applications

Economic Impact

Examples include but are not limited to:

- Potential to grow capacity
- Potential to increase revenue

Management Plan

Examples include but are not limited to:

- Clarity and feasibility of request including budget, timeline and implementation plan
- Demonstrate plan's likelihood of success—long term

Sustainability

Examples include but are not limited to:

- Plan's ability to spark other investments
- Demonstrate sustainability of the plan

Grant Conditions

Payments shall be made to reimburse grantees for eligible expenses on a monthly basis or will be directly made to third-party payees for equipment purchases.

Successful applicants are required to acknowledge the support of the City of Hartford in all promotional materials related to the project (brochures, posters, programs, flyers, newsletters, websites, etc.) with the City of Hartford logo, and the use of the phrase "supported by the City of Hartford, Neighborhood Revitalization Strategy Area Grant Program: Luke Bronin, Mayor." All expenditures must take place by March 30, 2017.

How to obtain a DUNS Number

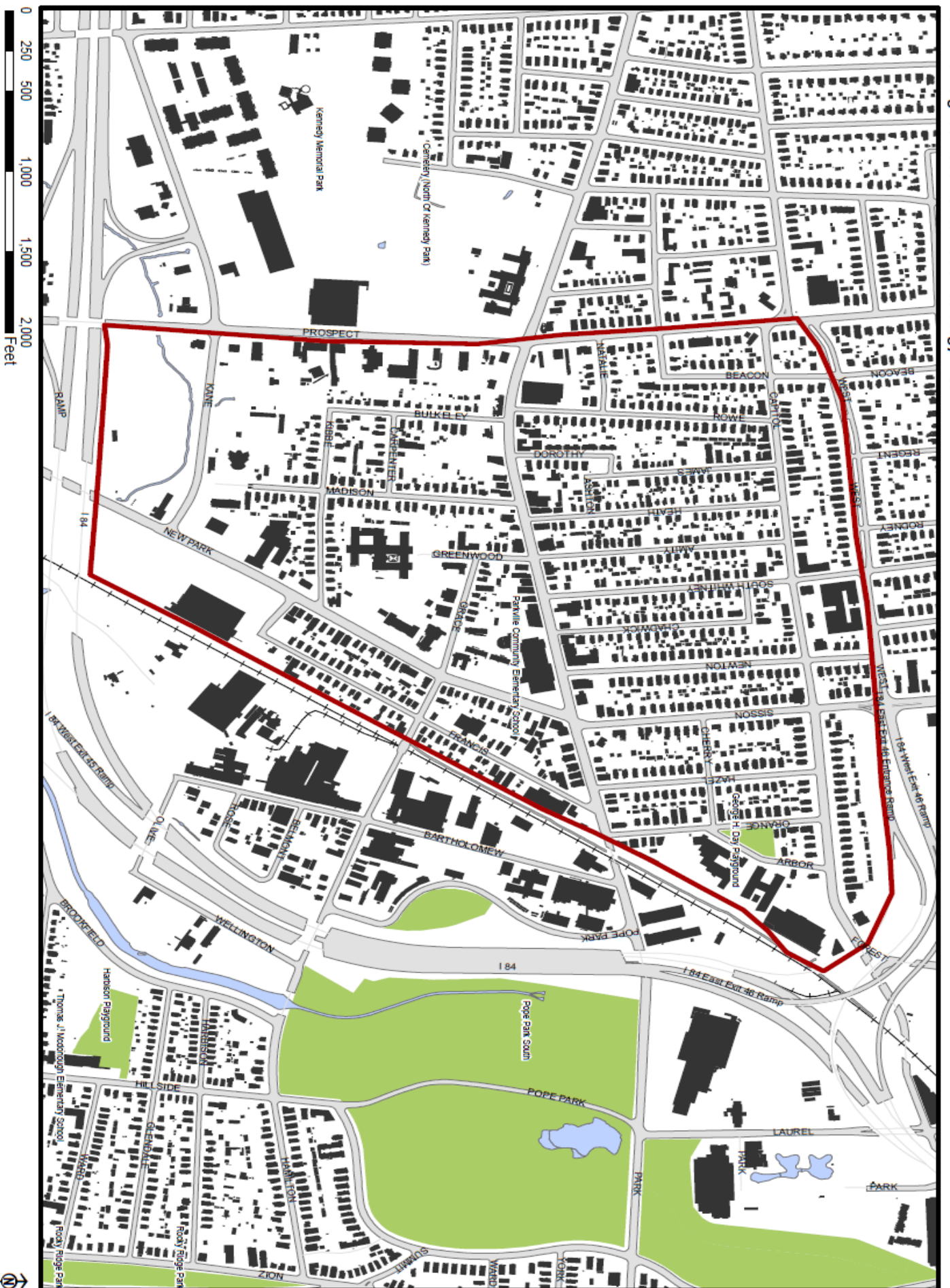
To obtain a DUNS number, recipients can use the online web-form process at <http://fedgov.dnb.com/webform>. For assistance, registrants should call toll free: 866-705-5711 – Press Option 4, Grantee.. The process of obtaining a DUNS number is free for all entities doing business with the Federal government. Responses to web-form submittals online are generally returned within 1-2 business days, the process for obtaining a DUNS number using the telephone should take 10 to 15 minutes. The following information is requested when applying for a DUNS number:

- Legal company name
- Headquarters company name and address
- Trade-style or DBA company name
- Physical address: including city, state and zip code
- Mailing address
- Telephone number
- Contact name and title
- Number of employees at the companies physical location

When requesting a DUNS number be sure to use the Employer/Taxpayer Identification Number (EIN/TIN and the Employer/Taxpayer Name) used when filing a return or making a payment to the Internal Revenue Service (IRS). Organizations should also provide the Zip Code using the Zip Code plus four code (Zip+4). After obtaining a DUNS number, you should wait 24 to 48 hours to register with the Central Contractor Registration (CCR) so that the records can become activated in the Dun and Bradstreet database.

If you are not sure if you already have a DUNS number, you can call the toll-free number, select option 4 and ask the operator if you already have a DUNS number at the specified address.

Parkville Neighborhood Revitalization Strategy Area



ADDRESSES FOR RESIDENTS AND BUSINESSES LOCATED WITH THE PARKVILLE NEIGHBORHOOD REVITALIZATION STRATEGY AREA (NRSA)

STREET NAME	From (Odd)	To (Odd)	FROM (Even)	TO (Even)
AMITY ST	1	107	2	106
ARBOR ST	2	56	1	41
ASHTON ST	1	17	2	18
BEACON ST	1	93	2	100
BULKELEY AV	2	90	1	91
CAPITOL AV	701	1129	702	1124
CARPENTER ST	1	39	2	38
CHADWICK AV	1	97	2	98
CHERRY ST	1	49	2	50
DOROTHY ST	1	43	2	38
FRANCIS AV	2	162	1	161
FRANCIS CT	1	19	2	20
GRACE ST	1	59	2	60
GREENWOOD ST	1	31	2	28
HAMILTON ST	235	311	234	310
HAZEL ST	1	85	2	86
HEATH ST	1	129	2	130
JAMES ST	1	93	2	94
KANE ST	1	71	2	70
KIBBE ST	1	97	2	96
MADISON AV	1	151	2	154
NATALIE ST	2	28	1	27
NEW PARK AV	2	298	1	297
NEWTON ST	1	131	2	130
ORANGE ST	1	83	2	84
PARK ST	1453	2143	1422	2142
PROSPECT AV	117	457	116	456
ROWE AV	1	107	2	108
SISSON AV	1	129	2	128
SOUTH WHITNEY ST	1	133	2	138
WEST BLVD	815	1019	814	894